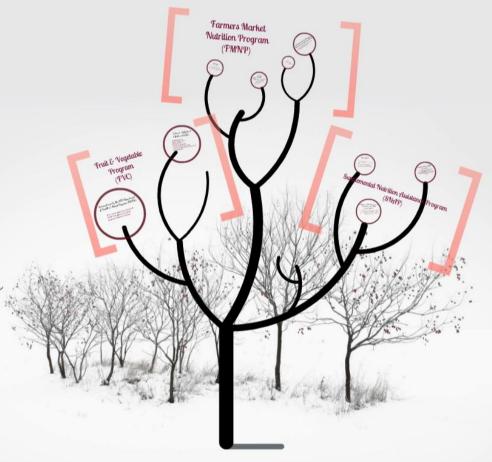
Federal Nutrition
Benefit Programs
at Maryland farmers markets



FARMERS' MARKET NUTRITION PROGRAM 2014 TRAINING

Shelby Watson

Agricultural Marketing Specialist

Maryland Department of Agriculture

PLEASE SIGN IN!



FARMERS' MARKET NUTRITION PROGRAM OVERVIEW

- USDA Supplemental Nutrition Grant Program
- Grants to state agencies to provide checks to lowincome participants
- Two programs funded: women, infants, children (WIC) and Seniors (SFMNP)
- Checks can be used to buy fresh fruits,
 vegetables, cut herbs and honey (Seniors only) at farmers' markets
- In 2013, farmers received more than \$400,000 through the two programs

HOW THE FMNP PROGRAMS WORK



MDA provides checks to DHMH & DOA



DOA distributes checks to eligible Seniors



DHMH distributes checks to eligible WIC



Participants use checks to buy produce from FMNP authorized farmers at markets

PARTICIPANT INFORMATION

Must qualify based on income (185% of federal poverty level)
Must have proof of residency in Maryland

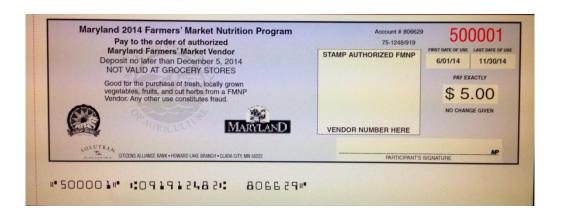
WIC - \$20

- Applicants must be pregnant women, infants, or children up to 5 years
- Must have a nutritional need & receive education, breastfeeding support, health screening & referrals
- Can sign up at participating WIC clinics

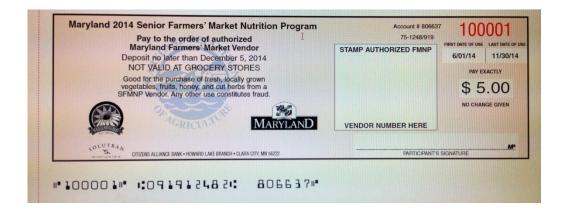
SENIORS - \$30

- Applicants must be 60 or over
- Must certify income eligibility on application form
- Can sign up at participating <u>Senior</u>
 Centers

FMNP (WIC)



SFMNP (Seniors)



FARMER ELIGIBILITY & REGISTRATION

- Authorized FMNP Farmers must meet the following standards:
- 1. The farmer must be a vendor at a Maryland Farmers' Market.
- The farmer must complete the Maryland FMNP Authorized Farmer Application-Agreement.
- The farmer must agree to abide by all FMNP rules.
- The farmer must sell fruits, vegetables and/or cut herbs and honey (seniors only) grown only in Maryland, Virginia, West Virginia, Delaware or Pennsylvania at a MDA Certified Farmers' Market.
- 5. The farmer must <u>not</u> resell agricultural produce obtained from wholesale distributors.
- 6. The farmer must be in compliance with all applicable federal, state, and local governmental laws and regulations and obtain all necessary licenses and permits.

Farmer Application-Agreement is due to Shelby Watson **no** later than April 1.



WIC & SFMNP KEY DATES

• March 15: Market information due

• April 1: Farmer FMNP applications due

• May - July: Checks issued to eligible

participants (WIC & Seniors)

• **June 1:** First date that farmers may

accept checks at markets or on-

farm stands

• **November 30:** Last date that farmers may

accept checks at markets or on-

farm stands

• December 5: Last date that farmers may

deposit checks for 2014 season

ELIGIBLE FOODS

WIC: Eligible foods include all locally grown fruits, vegetables and cut herbs except honey grown by the authorized farmer. Eligible foods may not be processed or prepared beyond their natural state except for usual harvesting and cleaning processes.

Seniors: above + honey

INELIGIBLE FOODS



CHECKS AT MARKET PROCESS

- Farmers or employees must check identification – folder only – for WIC participants (for Seniors no ID is needed)
- Make sure participant has signed check
- Farmer may add to product to make up the difference
- No cash change may be given
- Participants can buy other products with their own money





2014 RULES & REGULATIONS

- FMNP checks can only be redeemed for fresh fruits, vegetables, fresh cut herbs and honey (seniors only) grown by the farmer applicant. Checks cannot be redeemed for tropical fruits, citrus fruits, baked goods, jams, jellies, cider, flowers, plants, eggs, nuts, cheese, meats, seafood, crafts, etc.
- FMNP checks can only be redeemed at farmers' markets and farm stands. Farmers may only redeem FMNP checks at private farm stands if they also sell at a farmers market. Only authorized FMNP farmers can redeem checks. Authorized FMNP farmers cannot accept FMNP checks from unauthorized farmers or vendors.
- All authorized FMNP farmers are required to display the "WIC & Seniors Farmers' Market Nutrition Program" sign and **their associated farm name**.
- Authorized FMNP farmers agree to meet with WIC and Senior FMNP check distribution coordinators in their respective market area, to exchange market information and check distribution information. These meetings are subject to prior arrangement and work schedules of the participants.
- Authorized FMNP farmers cannot charge FMNP customers more for their fruits, vegetables, fresh cut herbs and honey than they charge other customers. FMNP customers must be shown the same courtesies as all other customers and FMNP authorized farmers agree not to discriminate against any FMNP customer on the basis of race, color, national origin, age, sex, handicap or disability.
- FMNP checks cannot be exchanged for cash or change. Whenever possible, authorized FMNP farmers should help FMNP customers use the full value of their checks by making up the difference with additional produce items. The FMNP customer must pay the difference when the purchase exceeds the value of the check(s).
- Authorized FMNP farmers must check the customer's WIC Identification folder. FMNP checks must be signed in the presence of the FMNP authorized farmer and the signatures must match the identification.
- FMNP checks are valid from June 1, 2014 through November 30, 2014. Authorized FMNP farmers will not be reimbursed for checks accepted after November 30, 2014. All FMNP Checks must be deposited at the bank no later than December 5, 2014.

Our paying bank will not honor FMNP checks which are missing farmer stamps, unreadable farmer stamp, invalid farmer stamp, missing FMNP participant signature, checks which have been torn, marked "VOID" or altered in any way, checks issued in a prior year or checks that have expired.

TRAINING

- Required 1st year in program
- Then once every 3 years thereafter
- MDA offers many training dates each year from February – May all over the state and online
- Dates are posted on Maryland's Best and sent to renewing farmers

WHAT WAS NEW IN 2013 & WILL CONTINUE FOR 2014

- FMNP + FVC joint application & enrollment
- No longer authorizing farmers markets
- Farmers must submit <u>list of markets</u> they are participating in every year
- Farmer training, authorization, and application submittal occurs every 3 years
- Checks may be accepted at farm stands
 only if the Farmer sells at a farmers
 market
- Color of checks

FARMERS ARE REQUIRED TO DISPLAY THESE AT MARKET:

FARM NAME

Farmers Market Nutrition Program

(FMNP - WIC & Seniors)
Checks
and
WIC Fruit &
Vegetable Checks

WELCOME HERE







Sponsored by: Maryland WIC Program 1-800-242-4WIC (4942) Maryland Department of Agriculture 1-800-495-5590 Maryland Department of Aging 1-800-243-3425

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MORE INFORMATION

- Handouts available for 2014 season:
 - General program & participant information
 - MDA FMNP Rules & Regulations
 - 2014 FMNP Market Application-Authorization Form
- MDA Farmers' Market page:
 http://mda.maryland.gov/maryland_products/Pag
 es/farmers_market_dir.aspx
- USDA WIC Program:
 - http://www.fns.usda.gov/wic/
- USDA Seniors Program:
 - http://www.fns.usda.gov/wic/SeniorFMNP/SFMNPme
 nu.htm

ONLINE INFORMATION



POINTS OF CONTACT

• MDA:

Shelby Watson FMNP Administrator 50 Harry S Truman Pkwy. Annapolis, MD 21401 Phone: (410) 841-5776

Email:

shelby.watson@maryland.gov

• DOA

Judy Simon Nutrition & Health Promotion Programs Manager 301 W. Preston Street, Suite 1007 Baltimore, MD 21201

Phone: 410-767-1090 or

1-800-243-3425, ext. 71090

Email: <u>JSimon@ooa.state.md.us</u>



DHMH

Gene Nadolny MD WIC Program 201 W. Preston St., Room 103 Baltimore, MD 21201

Phone: (410) 767- 5239

Email:

Gene.Nadolny@maryland.gov

MARYLAND WIC PROGRAM 2014 WIC Farmer Training





Better Nutrition For A Brighter Future





OBJECTIVES

This WIC Program farmer training session is designed to help you understand and gain knowledge about:

- The Maryland WIC Program
- The WIC Fruit and Vegetable Check Transaction
- The WIC Farmer Handbook



WHAT IS WIC?

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is funded by the U.S. Department of Agriculture and is administered in Maryland by the Department of Health and Mental Hygiene. WIC services are provided in Maryland to nearly 145,000 eligible participants at 18 WIC Local Agencies with 85 clinics statewide.

FVC Overview & Role of the Farmer

- Only a small percentage of FVC is redeemed at farmers markets; the majority are accepted at authorized grocery stores
- Participants receive other checks in addition to FVCs such as checks for milk or cereal.
- As a WIC authorized farmer you can play a key role in ensuring that WIC Participants can purchase fresh fruits and vegetables with the FVC checks they receive from the WIC Program.
- There are important differences between the FMNP checks and the WIC FVC.
- Farmers must participate in FMNP to accept FVCs.



The WIC FVC

eastfeedly	AGENCY PARTICIPANT ID NO. NAME OF PARTICIPANT (L.						IRST, M.I.)	CHECK NUMBER 56733246		
\$100	© 020204 200 727 310 TEST, GRAYSON					N				
Ry 's Best	FIRST DATE TO SPEND	January	17, 2012	DATE REDEEMED	STORE USE ONLY	LAST DATE TO SPEND	February 16, 2012	CASHIER FILL AMOUNT O		
CATEGO D BE USEI	ORY: C1 D FOR THESE ITEMS &	¿ QUANTIT	IES ONLY:	PAI	RTICIPANT OR PROXY	SIGN FOR PRIC	CE CORRECTION ONLY	DOLLARS	CENT	
6 (Six	x) dollars for Fruits a	and Vegeta	ibles				CHECKS NO	\$	AMPEDR	
Als	so acce _l	oted	by '	WIC	Farm	ers		IORIZED WIC VENI		
Maryland	Payable through FSMC An Affiliate of	75-1248	SIGNA	TURE OF PART	ICIPANT OR AUTHORIZ					
WIC Program	Security State Bank Howard Lake, MN 55349	919	v	VENDO				R MUST DEPOSIT WITHIN 30 DAYS O LAST DATE TO SPEND		

The WIC Program began issuing FVCs to program participants in October of 2009. Currently, WIC participants may only use FVCs at WIC authorized grocery stores and at FMNP authorized farmers selling at approved locations. WIC FVCs are issued is \$6, \$10, and \$15 denominations.



FVC and FMNP Check Comparison

- The chart on the following slide provides a comparison of the differences between the WIC Program's FVC and the FMNP Check.
- It is important to understand the differences in the procedures for accepting these checks.
- Questions about the FVC should be directed to 410-767-5242.
- Questions about the FMNP check should be directed to 410-841-5770.



	FVC	FMNP
	WIC Fruit & Vegetable Checks	Farmers' Market Nutrition Program checks
When Issued	Monthly	Once/year during the market season
What are the values of the checks?	\$6 \$10 \$15	\$20 for market season
Can the participant pay cash if the purchase price exceeds the value of the check?	Yes	Yes
Can the participant receive change if the purchase price is less than the value of the check?	No	No
Is the participant's name on the check?	Yes	No
Customer Usage	Participant must use check between the dates listed on the checks Farmers required to write in pruchase price on all	Participant may use check anytime between June 1 and November 30
	checks Participant must sign checks and present ID Folder	Price is pre-filled Participant must sign checks and present ID Folder
Product Types	Fruits and Vegetables from any source	Grown in Maryland or contiguous counties of bordering states
	No white potatoes or herbs	Potatoes and cut herbs allowed
Deposit Procedure	Farmers are to put assigned FMNP stamp on all FVC checks	Farmers are to put assigned FMNP stamp on all FMNP checks
	Check needs to be deposited within 30 days of the last date-to-use on check	Farmers can deposit checks anytime between June 1 and December 5
	Farmer responsible for returned check charges if returned by the bank	Farmer responsible for returned check charges if returned by the bank
Agreement with the State	Each individual farmer must have a signed written agreement with the State WIC Program	Each individual farmer must have signed written agreement with the MD Dept of Agriculture once every 3 years & provide markets to MDA in interim years
Training	Each farmer must attend training on regulations and procedures with WIC FVC	Each farmer must attend training on regulations and procedures with FMNP in first year of program participation and every three years thereafter
Questions	Contact the WIC Vendor Unit at 410-767-5242	Contact the Dept of Agriculture at 410-841-5770



Check Comparison

eastfeed/	AGENCY	PARTIC	CIPANT ID NO. NAME OF PARTICIPANT (LAST, FIRST, M				IRST, M.I.)	CHECK NUMBER	
200	020204	200 7	27 310		TEST,	56733246			
Ry 's Best	FIRST DATE TO SPEND	January	17, 2012	DATE REDEEMED	STORE USE ONLY	LAST DATE TO SPEND	February 16, 2012	CASHIER FILL IN EXAC AMOUNT OF SALE	
CATEGO O BE USEI	DRY: C1 D FOR THESE ITEMS &	& QUANTITI	IES ONLY:	PAI	RTICIPANT OR PROXY	SIGN FOR PRIC	CE CORRECTION ONLY	DOLLARS	CENT
6 (Six) dollars for Fruits and Vegetables Also accepted by WIC Farmers								\$ CKS NOT VALID UNLESS STAUTHORIZED WIC VENDO	
	so accel	recu	vy	V V A C	. H. CHI HAN	CLO			

Maryland 2012 Farmers' Market Nutrition Pro Pay to the order of authorized		75-1248/919	PIRET DATE OF USE	LAST DATE OF USE
Maryland Farmers' Market Vendor Deposit no later than November 30, 2012 NOT VALID AT GROCERY STORES	SIA	MP AUTHORIZED FMNP	6/01/12	11/25/12
Good for the purchase of tresh, locally grown vegetables, fruits, and cut herbs from a FMNP Vendor. Any other use constitutes traud.			\$ 5	
MARYLAND	VE	NDOR NUMBER HERE	NO CHAN	GE GNEN
The state of the s	AN SECTO	PARTICIPANTS	SIGNATURE	M2



The Maryland WIC Farmer Handbook

MARYLAND WIC PROGRAM &
MARYLAND DEPARTMENT OF AGRICULTURE



FARMER'S HANDBOOK

2013



Maryland WIC Farmer Handbook

A Maryland WIC Farmer Handbook is issued to all participating WIC farmers. It is a valuable resource containing useful information such as:

- ✓ Who to call for help or questions
- ✓ Instructions for processing FVCs
- ✓ Rules and guidelines that WIC farmers must follow
- ✓ Information is also available online at <u>www.mdwic.org</u>



Who to Call

Check reimbursement:

WIC Program Vendor Training Specialist:

Terri Buckler 410-767- 5722 Terri.buckler@maryland.gov Mail To:

DHMH
WIC PROGRAM
201 W PRESTON ST. Rm 103
BALTIMORE MD 21201
1-800-242-4942
410-333-5683 FAX



www.mdwic.org

Information for farmers can be found online at www.mdwic.org look for the WIC Farmer page on our website.



Family Health Administration

Search P
Email Friend Print Page

Home > Women, Infants, and Children Program (WIC) > Maryland WIC Farmers

SITE LINKS

A-Z Health Index Reports & Statistics Searchable Databases FAQ's

UNIT LINKS

Women, Infants, and Children (WIC)

»	How to Apply
»	Benefits
»	Nutrition
»	Eligibility
»	Contact WIC
»	Links
»	Health Care Providers
»	WIC Advisory Council
»	Vendors
»	WIC Farmers
»	Vendor/Participant Videos

Maryland WIC Farmers

The WIC Program is now issuing checks to purchase fresh produce. Applications are now being accepted from farmers to become authorized by the Maryland WIC Program to accept WIC Fruit and Vegetable Checks (FVCs) at participating Farmers' Markets.

The WIC Farmers' Market Nutrition Program issues \$18 worth of checks for the five month season while the WIC FVC provides moms with \$10.00 a month and \$6.00 per child for the purchase of fruits and vegetables all year long. As a farmer, you can accept the new WIC checks at your famers' market if you complete and return the enclosed application form following

- · Complete a Farmer's Application.
- Read and sign an Agreement for Farmer to Accept WIC Fruit and Vegetable Checks.
- Attend a mandatory 1 hour training session.

Farmer's Application and Agreement for Farmer to Accept WIC Fruit and Vegetable 🔀

WIC Farmer ok 📆

the steps below:

WIC F aining Presentation 📆

e questions, please call James A. Butler at 410-767-5258

Maryland Department of Agriculture





Participant ID Folder



Participants must show you their WIC ID folder *prior* to making purchases. **No other identification is necessary.**

There must be at least one name (first and last) with a WIC I.D. number. There may be as many as six names, each with a different number. The check being used must match a name and I.D. number listed here.

NOTE: There are instances in which a participant number will not appear on the check (For example: the WIC Participant has been issued manual checks)

There must be **at least** one signature and there may be up to three. One signature **must match the signed name** on the WIC check.

There must be a local agency identification stamp.



The Fruit and Vegetable Check

- FVC face values are \$6, \$10 and \$15.
- FVCs may only be used for the purchase of allowed fruits and vegetables (Please see your Farmer's Handbook).
- FVCs can only be accepted between the first and last date to spend! (filling in the date redeemed field is optional).
- FVC purchases may be combined with cash purchases (if the total of the items being purchased exceeds the value of the check(s), the customer can make up the difference)
- NEVER fill in a purchase amount on an FVC that is higher than the face value! If you do, the FVC will be rejected for payment by the bank.
- No cash is given to the WIC participant if the purchase amount is less than the FVC face value!
- WIC participants may use FVCs and FMNP checks at Farmers'
 Markets & on-Farm Stands with authorized farmers.

What to sell

WIC participants may purchase any produce with their FVC except: fruit baskets, herbs, dried fruit, salad kits, fruit or vegetables with dip and white potatoes. (See Handbook for more details)







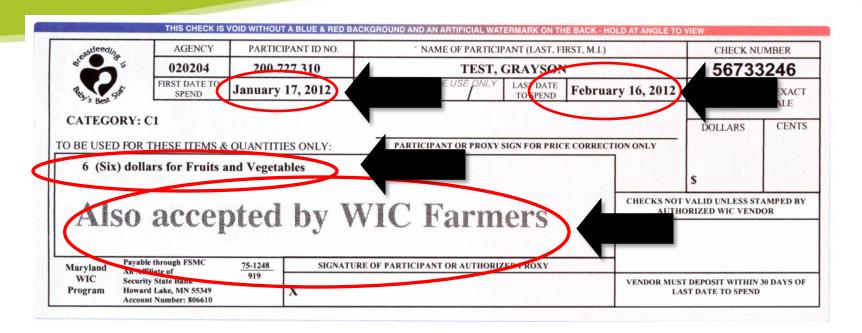
Sample FVC

eastfeedin	AGENCY PARTICIPANT ID NO. NAME OF PARTICIPANT (LAST, FIRST, M.L.) 020204 200 727 310 TEST, GRAYSON						IRST, M.I.)	CHECK NUMBER			
4							1	56733246			
Ry 's Best	FIRST DATE TO SPEND January 17, 2012 DATE REDEEMED STORE USE ONLY LAST DATE TO SPEND February 16, 2012								IN EXACT		
di assalla	ORY: C1 O FOR THESE ITEMS & (a) dollars for Fruits :			PAI	RTICIPANT OR PROXY	SIGN FOR PRIC	E CORRECTION ONLY	DOLLARS	CENTS		
	SO acce	oted	*		Farm			S VALID UNLESS ST ORIZED WIC VENE			
Maryland WIC Program	An Affiliate of Security State Bank Howard Lake, MN 55349	919	X	TORE OF TAKE	ion and ok actitions	JED I KOXI		UST DEPOSIT WITHIN 30 DAYS OF LAST DATE TO SPEND			

WIC FVCs are issued is \$6, \$10, and \$15 denominations.



Example



FVCs have a first date to spend, and last date to spend.

FVCs must be deposited within 30 days of the last date to spend.

FVCs show their face value (Do not fill in more than the face value!)

Look for the "Fruits and Vegetables" watermark

FVC Corrections

- Corrections to the WIC FVC must be made at the time of the transaction.
- Draw a single line through the incorrect price (do not attempt to trace over the price or draw multiple lines!)
- Write the correct price directly above the incorrect price.
- Have the customer sign on the correction authorization line.
- If you believe you have followed the proper procedures and the FVC is still rejected, please send it to the State Office for review within 45 days of the last date to spend on the check using the FVC reimbursement form found in the WIC Farmer Handbook.

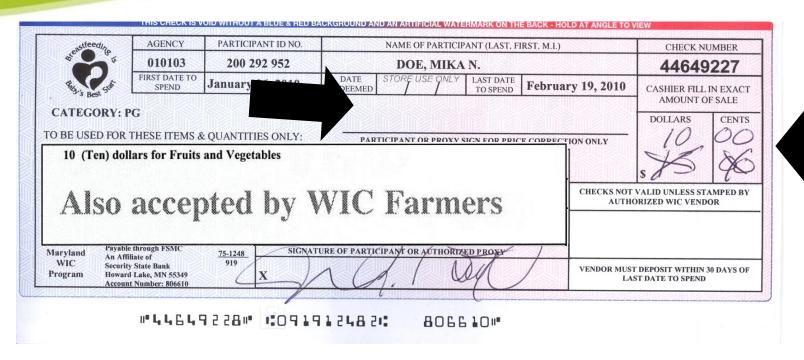
Proper FVC Correction Example

eastreed/no	AGENCY	PARTICIPANT ID NO.	NAME OF PARTICIPANT (LAST, FIRST, M.I.)		CHECK NUMBER	
15	010103	200 292 952	DOE, JANA N.		44649228	
Pay Sudi	FIRST DATE TO SPEND	January 26, 2010	DATE STORE USE ONLY LAST DATE TO SPEND Februar	ry 19, 2010	CASHIER FILL IN EXACT	
	THESE ITEMS &	¿ QUANTITIES ONLY;	DATICUPANT OR PROXISIGN FOR PRICE CORRECT	ion only	DOLLARS CENTS	
10 (10h) domina for 11 and and 1		and regetables			\$ 10	
Also accepted by WIC Farmers			CHECKS NOT VALID UNLESS STAMPED B AUTHORIZED WIC VENDOR			
A MANU	accel	secu by	AA TO THE BEST OF THE			
	ole through FSMC	75-1248 SIGNA	TURE OF PARTICIPANT OR AUTHORIZED PROXY			
WIC Securi	ffiliate of ity State Bank and Lake, MN 55349 ant Number: 806610	919 X	a (d) Tut	VENDOR MUST DEPOSIT WITHIN 30 DAYS OF LAST DATE TO SPEND		

A single line is drawn through the incorrect price. The correct price is written direction above the incorrect price. The WIC customer must sign again on the price correction line.



Improperly Corrected Check Example



Do no use Xs or attempt to trace over the incorrect price. In this example, the customer was not asked to sign on the price correction line. These mistakes will cause the bank to reject the FVC for payment.



Other Tips To Remember

Do not write numbers like those show below (crossing your 7s and writing zeroes with a slash through them). Numbers written in this fashion can be confused as an attempt to perform a correction.







Simple FVC Payment Rules

- NOTE: FVCs must be deposited in the bank within 30 days of the last date as specified on the front of the check.
- FVCs deposited later than 30 days from the last date to spend will be rejected by the bank and cannot be paid!
- FVCs rejected for any reason other than being accepted prior to or after the dates to spend, OR missing signatures, may be submitted to the State WIC office for review.
- FVCs submitted for payment review must be submitted within 45 days of the last date to spend as specified on the front of the FVC.

Each participating farmer will receive signs. As an authorized farmer, you must display this sign. This sign lets WIC customers know they can spend their FVCs at your stand.

Farmers Market Nutrition Program

(FMNP - WIC & Seniors)
Checks
and
WIC Fruit &
Vegetable Checks

WELCOME HERE







Sponsored by: Maryland WIC Program 1-800-242-4WIC (4942) Maryland Department of Agriculture 1-800-495-5590 Maryland Department of Aging 1-800-243-3425

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Complaint Process

In your Handbook is a copy of the Farmer Complaint Form.

Please use this form to document any difficulties you experience with WIC customers.

Please provide all pertinent information (who, what, when, where, witnesses, etc.) on the form and fax or mail it to the State WIC Office at the number and address on the form. All farmer complaints are handled as soon as possible.

Remember, we can't do anything about the problem if we are not aware of it!

Can you redeem the FVC for cash or credit instead of food?

No. You cannot redeem, buy or exchange the FVC for cash or credit. Remember: change cannot be provided if your customers spends less than the amount on their FVC.



Should a participant sign a WIC FVC before the farmer has entered the amount of the purchase on the check?

No. Participants should sign the FVC only after the purchase amount has been entered on the check.

Signatures must be in blue or black ink only.

Never ask for a signature first! **Never** accept a pre-signed FVC. Be sure to match the signature on the WIC check with that on the ID folder.

Should a farmer ask a participant for identification other than the WIC ID folder?

No. The WIC ID folder is the only identification needed.

Should a farmer accept a FVC if the customer does not have an ID folder?

No. Each customer must present a WIC ID folder at the time of the transaction.

No Folder, No Transaction!

Any other questions?



CONGRATULATIONS!



